

Message Text

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FM SECSTATE WASHDC
TO AMEMBASSY LONDON
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UNCLAS STATE 279381

LONDON FOR NORRIS

E.O. 11652:N/A
TAGS: BEXP, UK
SUBJECT: ELECTRONIC COMPONENTS EXHIBITION, LONDON TRADE
CENTER JAN. 20-24, 1975.

REF: LONDON 16047 (PARAGRAPH 3)

AT LTC REQUEST, NEW-TO-MARKET EXHIBITORS IN SUBJECT SHOW
HAVE BEEN CONTACTED REGARDING THEIR DESIRES FOR REPRESENTATION
IN EUROPEAN MARKETS OTHER THAN THE U.K. WHILE
NONE SPECIFICALLY CITED THE NETHERLANDS OR BELGIUM, WHETHER
BECAUSE THEY HAVE ALREADY ESTABLISHED MARKETING BASES IN THESE
COUNTRIES, OR BECAUSE THEY WERE UNFAMILIAR WITH THE
ADVANTAGES AND POSSIBILITIES, RESPONSES WERE AS
FOLLOWS: 1.) CSR INDUSTRIES, INC., FARMINGDALE, NEW YORK;
EXHIBITING DIODES, TRANSISTORS, SCRS, ETC.; EXPRESSED
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INTEREST IN APPOINTING REPRESENTATIVES TO COVER ALL

EUROPEAN MARKETS: 2.) ELECTRONIC DEVICES, INC., YONKERS, NEW YORK; EXHIBITING BRIDGE RECTIFIERS, AXIAL LEAD RECTIFIERS, HIGH VOLTAGE PACKS, CARTRIDGE RECTIFIERS, O.E.M. TELEVISION RECTIFIERS, SOLID TUBE RECTIFIERS; HAVE RECENTLY ESTABLISHED REPRESENTATIONAL AGREEMENTS ALL EUROPEAN MARKETS EXCEPT IRELAND AND AUSTRIA; WOULD BE INTERESTED IN CONTACTING PROSPECTIVE REPRESENTATIVES THESE TWO COUNTRIES: 3.) FIRMS EXHIBITING WITH THE ILLINOIS STATE DEPARTMENT OF BUSINESS AND ECONOMIC DEVELOPMENT (OFFICES IN BRUSSELS): CORCOM, INC., CHICAGO, ILLINOIS; EXHIBITING RFI POWERLINE FILTERS; INTERESTED IN CONTACTING PROSPECTIVE REPRESENTATIVES FROM FRANCE, SWITZERLAND, ALL SCANDINAVIAN COUNTRIES: ELECTRONIC RELAYS, INC., NILES, ILLINOIS; EXHIBITING SOLID STATE RELAYS; EXPRESSED INTEREST IN CONTACTING PROSPECTIVE REPRESENTATIVES FROM GERMANY, FRANCE, SWITZERLAND, ALL SCANDINAVIAN COUNTRIES: M 7 INTERNATIONAL, INC., ARLINGTON HEIGHTS, ILLINOIS; EXHIBITING SILICON PHOTOVOLTAIC CONVERTERS (SOLAR CELLS); EXPRESSED INTEREST IN MEETING WITH PROSPECTIVE REPRESENTATIVES FROM GERMANY, FRANCE, SWITZERLAND, ALL SCANDINAVIAN COUNTRIES: PLASTIC CAPACITORS, INC., CHICAGO, ILLINOIS; EXHIBITING CAPACITORS, POWER SUPPLIES, PULSE-FORMING NETWORKS; WOULD BE INTERESTED IN MEETING WITH PROSPECTIVE REPRESENTATIVES FROM SWITZERLAND ONLY. SEVERAL OF THE FIRMS EXHIBITING WITH ILLINOIS STATE HAVE BEEN DOING BUSINESS IN EUROPE, AT TIMES SELLING DIRECT, AT OTHER TIMES THROUGH REPRESENTATIONAL ORGANIZATIONS OR JOBBERS, BUT WITHOUT BENEFIT OF FORMAL AGREEMENT. FOR THIS REASON, IT HAS BEEN REQUESTED THAT THEIR EXPRESSED DESIRES NOT, REPEAT NOT, BE WIDELY DISSEMINATED IN PRINTED FORM: 4.) EPIDYNE, INC., SUNNYVALE, CALIFORNIA; EXHIBITING LIGHT EMITTING DIODES; SEEKING REPRESENTATION TO COVER ALL EUROPEAN MARKETS: 5.) EEP CORPORATION AND TELEDYNE CRYSTALONICS HAVE BOTH ESTABLISHED REPRESENTATIONAL NETWORK THROUGHOUT EUROPE WITHIN THE PAST YEAR. NOT SEEKING ADDITIONAL REPS AT THIS TIME.

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